

S/N 10/782,563

PATENT
CONF. NO. 3537

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Veeraraghaven et al.	Examiner:	Gupta, Muktesh K.
Serial No.:	10/782,563	Group Art Unit:	2444
Filed:	February 18, 2004	Docket No.	50037.238US01/304156.01
Title:	CONTENT TARGETING WITH AUDIENCES		

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE & INTERVIEW
SUMMARY

Mail Stop Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The Applicant acknowledges the allowance of claims 1-5, 7-11, 14-19 and 22-23 in the subject application by the Examiner with appreciation. The Applicant points out that the reasons set forth by the Examiner are not the only reasons that claims 1-5, 7-11, 14-19 and 22-23 are allowable. The Applicant agrees with the Examiner's indications of allowable subject matter in the office action dated April 9, 2010 to the extent that the claims of the present invention are patentable over the references in the record. However, the Applicant does not necessarily acquiesce or agree in any manner as to the comments made by the Examiner regarding what the prior art does or does not teach. In addition, the Applicant respectfully traverses the Examiner's Statement of Reasons for Allowance to the extent that any comment is intended or has the effect of limiting a claim scope, explicitly or implicitly, by not reciting verbatim the respective claim language, or is intended or has the effect of limiting a claim scope by stating or implying that all the reasons for patentability are in any way fully enumerated.

Further reasons for allowance beyond those enumerated by the Examiner are described and set forth in the Applicant's specification. As the Examiner's reasons for allowance are not

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exhaustive, such reasons for allowance do not establish an estoppel against Applicant seeking and obtaining allowance of additional, broader claims in a continuation application, which Applicant reserves the right to file.

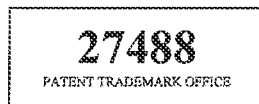
INTERVIEW SUMMARY

Tim Sullivan and Andy Shaw thank Examiner Muktesh Gupta for the interview conducted on April 7, 2008. During the interview, proposed amendments to the claims were discussed. No agreement was reached on allowance of claims.

Respectfully submitted,

Dated: November 5, 2010

/ Rene' A. Pereyra/
Rene' A. Pereyra, Reg. No. 45,800



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